

ABSTRACT OF THE DISCLOSURE

The present invention provides a transmitting apparatus, a transmitting method, a receiving apparatus, a receiving method, and a transmitting and receiving system that allow the maximum waiting time for the beginning of a content to be shortened in a near-on-demand transmission.

When the length of a content is denoted by L seconds, the number of channels on which the content is transmitted is denoted by K , and the beginning detecting time of the content on the reception side is denoted by λ , if L satisfies the relation of $\lambda \leq (2^{K-1})$ (where L and K are contents), the beginning detecting time λ can be decreased to $L / (2^{K-1})$ against L / K as the conventional value.

In reality, the transmission side divides L by the ratio of (2^{K-1}) and repeatedly transmits each divided portion (section) on a discrete channel. The reception side connects each divided portion (section) transmitted on each channel through a buffer memory, with which the maximum waiting time of the minimum divided portion (section) placed at the beginning of the content is used.